



Update Your Sponsorship Model: **Monetizing Live & Virtual Events**

with
Meg Fasy

Sponsored by:



Monetizing Live & Virtual Events

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AGENDA

1 Quick Recap

2 Deep Dive

Sponsorship Strategy



GOALS



SPONSOR ECOSYSTEM



REVENUE



ATTENDEE ENGAGEMENT

How do I Price My Virtual Event?

Hard Costs

Software & Platform

Event Services

Prizes/Swag

Marketing Costs

PRICING VIRTUAL EVENTS

Perceived Value

First-time Events- Ease in

Tier Registration Options

3 TYPES OF SPONSOR



BRANDING



EXPO



EXPERIENTIAL





BRANDING

Banners

Customized Splash pages

Micro-sites

Direct Messaging

Polling

Swag Room



Mac OS

SELECT GIFT

Olu-Kal Slippers

SELECT GIFT

Eyebobs Blue Light Lens

SELECT GIFT

Apple AirPods

SELECT GIFT

Jura Espresso Machine

SELECT GIFT

Yeti Cooler

SELECT GIFT

Wüsthof Knife Set

SELECT GIFT

Corkcicle Coffee Mug

SELECT GIFT

Fire Sense Fire Pit

SELECT GIFT

MacBook Air



BRANDING

Social Media

Mobile Apps

Pop-up Ads & Banners

Commercial prior to
Keynotes/Breakouts

Branded Transition Slides

Digital Live Scribing

Do you want to use the Outputs?

OUR MEETING

DATE	TIME	TOPIC	STATUS
1/1	10:00	Intro	✓
1/2	10:00	Agenda	✓
1/3	10:00	Workshop	✓
1/4	10:00	Networking	✓
1/5	10:00	Feedback	✓
1/6	10:00	Summary	✓
1/7	10:00	Next Steps	✓
1/8	10:00	Goodbye	✓
1/9	10:00	Follow up	✓
1/10	10:00	Report	✓

SPEAKER NOTES

DECK NO. 0

ANY FURTHER COMMENTS:
Link not used and missing 3/10

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ADD VALUE

INFORMED INTELLIGENT

Point of interest

WELCOME! EVENT!

Important graph

Take care of our people

Your feedback and opinion



DO YOUR DELEGATES HAVE THE TIME?



WILL PEOPLE BE TALKING ABOUT IT NEXT WEEK?

INVITATION

PRE EVENT Artists... you

HOW DOES IT WORK?

Conversation discussion

NEW EMAIL

MG-0001



VALUE
LONGEVITY
IMPACT

EFFORT of BRINGING YOUR TOGETHER

So what is live scribing?

WELCOME! ONE PAGE VISUAL RECORD OF THE DAY

STORIES & anecdotes

CONVERSATION

THOUGHTS

QUOTES

CLIP ART



CAN WE DRAW ON THE CANVAS?

BUILD ON IDEAS & OUTPUTS

INFO

LISTEN AND INTELLIGENTLY TRANSLATE

DATA

THEMES & MESSAGES



VISION creative commitment INVOLVEMENT

EVENTS OF THE DAY

- CONCISE
- EASY TO UNDERSTAND



METAPHOR



DXC.tech

accenture



WE MAKE
IT DISAPPEAR



KICK
APPS
TAKE
NAMES.



DXC



EXPO

Directory

Floorplan

Lobby

Resource

Theatres



EXPO

Customized Booths

Live Chats

Digital Content/Links

Demos

Message Boards

Pre-Event Parties

Expert Bar

100 QUESTIONS

Le mur Baromètre des questions non résolues

The Barometer wall of unresolved questions





EXPERIENTIAL

Peer to Peer Chats

Knowledge-Sharing

Social Media Events

Contests

Live Competitions

Demo w/Voting





EXPERIENTIAL

Streaming parties

Tiny Campfires

Happy hours

Tea/Coffee Tastings

Bingo

Slack Channels

Gamification

Snack Breaks





Philanthropy





Healthy & Well-Being



Analytics

- Click-through rates
- Dwell Time
 - Look at Product
 - Speak to Rep
 - Download Documents
- Social Media Buzz
- Chat Room Word Clouds

[illegible]

Resources

Cultivatepcg.com- Terri Fisher-Berkey

Swag-guru.com-Deborah Price

Fillitforward.com Matt Wittek

Keepyourcitysmiling.com- Sam Eitzen

Tinycampfires.net

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SPONSORSHIP MARKETING

Thank you

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